

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (canceled)

1 Claim 2 (currently amended): Apparatus for a network
2 server, for use in distributing an information object to a
3 client computer, comprising:
4 a processor; and
5 a memory connected to the processor and storing
6 computer executable instructions; and
7 wherein the processor, in response to the instructions:
8 receives a request from the client computer to
9 download to the client computer an agent for rendering an
10 information object, the request being issued by the client
11 computer in response to execution, through a browser
12 situated and executing in the client computer, of
13 advertising code embedded in a web page to be displayed by
14 the browser; and
15 downloads, in response to the request, the agent
16 to the client computer such that the agent is executed,
17 under the browser, in the client computer for subsequently
18 rendering the information object, wherein the request, when
19 executed, by the browser causes the browser to dynamically
20 write a plurality of predefined applet tags that
21 collectively implement a script into the web page such that

22 | the script, when subsequently executed by the browser,
23 | causes the client computer to download the agent and
24 | instantiate and execute the agent.

1 Claim 3 (previously presented): The apparatus in claim 2
2 wherein the information object comprises a web advertisement
3 and the code comprises advertising code.

1 Claim 4 (previously presented): The apparatus in claim 3
2 wherein the advertising code comprises a component which
3 specifies the network server on which the agent resides, the
4 network server being a distribution server.

1 Claim 5 (currently amended): The apparatus in claim 4
2 wherein the advertising code further comprises an
3 ~~advertising tag, which when executed by the browser causes~~
4 ~~the browser to dynamically write a plurality of predefined~~
5 ~~applet tags that collectively implement a script into the~~
6 ~~web page such that the script, when subsequently executed by~~
7 ~~the browser, causes the client computer to download the~~
8 ~~agent from the distribution server and instantiate and~~
9 ~~execute the agent~~ and the agent is downloaded from the
10 | distribution server.

1 Claim 6 (previously presented): The apparatus in claim 5
2 wherein the distribution server receives a request from the
3 client computer, issued by the client computer as a result
4 of the browser executing the tag, to download the script;
5 and, in response to the request, downloads the script to the
6 client computer.

Claim 7 (canceled)

1 Claim 8 (previously amended): The apparatus in claim 4
2 wherein the distribution server implements a proxy server,
3 wherein a request issued by the client computer, as a result
4 of executing an Ad Controller applet, to download a file is
5 directed, via the proxy server, to an advertising server,
6 and the file, as provided by the advertising server, is
7 directed through the proxy server, to the client computer.

1 Claim 9 (previously presented): The apparatus in claim 8
2 wherein the file comprises an Ad Descriptor file.

1 Claim 10 (previously presented): The apparatus in claim 4
2 wherein the agent comprises first and second applets,
3 wherein the client computer issues first and second requests
4 to the distribution server to download, to the client
5 computer, the first and second applets.

1 Claim 11 (previously presented): The apparatus in claim 10
2 wherein the first and second applets comprises a Transition
3 Sensor and Ad Controller applets, respectively.

1 Claim 12 (previously presented): The apparatus in claim 11
2 wherein the advertising code comprises a component which
3 specifies the network server on which the agent resides, the
4 network server being a distribution server.

1 Claim 13 (currently amended): The apparatus in claim 12
2 wherein the advertising code further comprises an
3 advertising tag, ~~which when executed by the browser causes~~
4 ~~the browser to dynamically write a plurality of predefined~~

5 ~~applet tags that collectively implement a script into the~~
6 ~~web page such that the script, when subsequently executed by~~
7 ~~the browser, causes the client computer to download the~~
8 ~~agent from the distribution server and instantiate and~~
9 ~~execute the agent~~ and the agent is downloaded from the
10 distribution server.

1 Claim 14 (previously presented): The apparatus in claim 13
2 wherein the distribution server receives a request from the
3 client computer, issued by the client computer as a result
4 of the browser executing the tag, to download the script;
5 and, in response to the request, downloads the script to the
6 client computer.

Claim 15 (canceled)

1 Claim 16 (previously amended): The apparatus in claim 14
2 wherein the distribution server implements a proxy server,
3 wherein a request issued by the client computer, as a result
4 of executing an Ad Controller applet, to download a file is
5 directed, via the proxy server, to an advertising server,
6 and the file, as provided by the advertising server, is
7 directed through the proxy server, to the client computer.

1 Claim 17 (previously presented): The apparatus in claim 16
2 wherein the file comprises an Ad Descriptor file.

1 Claim 18 (currently amended): In conjunction with apparatus
2 for a network server, the server having a processor, and a
3 memory connected to the processor and storing computer
4 executable instructions; a method, for use in distributing
5 an information object to a client computer, comprising the

6 steps, performed by the processor in response to the
7 executable instructions, of:

8 receiving a request from the client computer to
9 download to the client computer an agent for rendering an
10 information object, the request being issued by the client
11 computer in response to execution, through a browser
12 situated and executing in the client computer, of code
13 embedded in a web page to be displayed by the browser; and
14 downloading, in response to the request, the agent to
15 the client computer such that the agent is executed, under
16 the browser, in the client computer for subsequently
17 rendering the information object, wherein the request, when
18 executed, by the browser causes the browser to dynamically
19 write a plurality of predefined applet tags that
20 collectively implement a script into the web page such that
21 the script, when subsequently executed by the browser,
22 causes the client computer to download the agent and
23 instantiate and execute the agent.

1 Claim 19 (previously presented): The method in claim 18
2 wherein the information object comprises a web advertisement
3 and the code comprises advertising code.

1 Claim 20 (previously presented): The method in claim 19
2 wherein the advertising code comprises a component which
3 specifies the network server on which the agent resides, the
4 network server being a distribution server.

1 Claim 21 (currently amended): The method in claim 20
2 wherein the advertising code further comprises an
3 advertising tag, ~~which when executed by the browser causes~~
4 ~~the browser to dynamically write a plurality of predefined~~

5 | ~~applet tags that collectively implement a script into the~~
6 | ~~web page such that the script, when subsequently executed by~~
7 | ~~the browser, causes the client computer to download the~~
8 | ~~agent from the distribution server and instantiate and~~
9 | ~~execute the agent~~ and the agent is downloaded from the
10 | distribution server.

1 Claim 22 (previously presented): The method in claim 21
2 further comprising the steps, performed by the distribution
3 server, of:

4 receiving a request from the client computer, issued by
5 the client computer as a result of the browser executing the
6 tag, to download the script; and

7 in response to the request, downloading the script to
8 the client computer.

Claim 23 (canceled)

1 Claim 24 (previously amended): The method in claim 20,
2 wherein the distribution server implements a proxy server,
3 further comprising the steps, performed in the distribution
4 server, of:

5 directing, to an advertising server, a request issued
6 by the client computer, as a result of executing an Ad
7 Controller applet, to download a file from the advertising
8 server; and

9 directing the file, as provided by the advertising
10 server, to the client computer.

1 Claim 25 (previously presented): The method in claim 24
2 wherein the file comprises an Ad Descriptor file.

1 Claim 26 (previously presented): The method in claim 20
2 wherein the agent comprises first and second applets,
3 wherein the client computer issues first and second requests
4 to the distribution server to download, to the client
5 computer, the first and second applets.

1 Claim 27 (previously presented): The method in claim 26
2 wherein the first and second applets comprises a Transition
3 Sensor and Ad Controller applets, respectively.

1 Claim 28 (previously presented): The method in claim 27
2 wherein the advertising code comprises a component which
3 specifies the network server on which the agent resides, the
4 network server being a distribution server.

1 Claim 29 (currently amended): The method in claim 28
2 wherein the advertising code further comprises an
3 advertising tag, ~~which when executed by the browser causes~~
4 ~~the browser to dynamically write a plurality of predefined~~
5 ~~applet tags that collectively implement a script into the~~
6 ~~web page such that the script, when subsequently executed by~~
7 ~~the browser, causes the client computer to download the~~
8 ~~agent from the distribution server and instantiate and~~
9 ~~execute the agent~~ and the agent is downloaded from the
10 distribution server.

1 Claim 30 (previously presented): The method in claim 29
2 further comprising the steps, performed by the distribution
3 server, of:

4 receiving a request from the client computer, issued by
5 the client computer as a result of the browser executing the
6 tag, to download the script; and

7 in response to the request, downloading the script to
8 the client computer.

Claim 31 (canceled)

1 Claim 32 (previously amended): The method in claim 30,
2 wherein the distribution server implements a proxy server,
3 further comprising the steps, performed in the distribution
4 server, of:

5 directing, to an advertising server, a request issued
6 by the client computer, as a result of executing the Ad
7 Controller applet, to download a file from the advertising
8 server; and

9 directing the file, as provided by the advertising
10 server, to the client computer.

1 Claim 33 (previously presented): The method in claim 32
2 wherein the file comprises an Ad Descriptor file.

1 Claim 34 (new): Apparatus for a network server, for use in
2 distributing an information object to a client computer,
3 comprising:

4 a processor; and

5 a memory connected to the processor and storing
6 computer executable instructions; and

7 wherein the processor, in response to the instructions:

8 receives a request from the client computer to
9 download to the client computer an agent for rendering an
10 information object, the request being issued by the client

11 computer in response to execution, through a browser
12 situated and executing in the client computer, of
13 advertising code embedded in a web page to be displayed by
14 the browser, the agent having an Ad Controller applet; and
15 downloads, in response to the request, the agent
16 to the client computer such that the agent is executed,
17 under the browser, in the client computer for subsequently
18 rendering the information object;

19 wherein the network server implements a proxy server,
20 such that a request issued by the client computer, as a
21 result of executing the Ad Controller applet, to download a
22 file is directed to an advertising server, and the file, as
23 provided by the advertising server, is directed through the
24 network server to the client computer.

1 Claim 35 (new): The apparatus in claim 34 wherein the
2 information object comprises a web advertisement and the
3 code comprises advertising code.

1 Claim 36 (new): The apparatus in claim 35 wherein the
2 advertising code comprises a component which specifies the
3 network server on which the agent resides, the network
4 server being a distribution server.

1 Claim 37 (new): The apparatus in claim 36 wherein the
2 advertising code further comprises an advertising tag, which
3 when executed, by the browser causes the browser to
4 dynamically write a plurality of predefined applet tags that
5 collectively implement a script into the web page such that
6 the script, when subsequently executed by the browser,

7 causes the client computer to download the agent from the
8 distribution server and instantiate and execute the agent.

1 Claim 38 (new): The apparatus in claim 37 wherein the
2 distribution server receives a request from the client
3 computer, issued by the client computer as a result of the
4 browser executing the tag, to download the script; and, in
5 response to the request, downloads the script to the client
6 computer.

1 Claim 39 (new): The apparatus in claim 35 wherein the file
2 comprises an Ad Descriptor File.

1 Claim 40 (new): The apparatus in claim 35 wherein the agent
2 comprises first and second applets, wherein the client
3 computer issues first and second requests to the
4 distribution server to download, to the client computer, the
5 first and second applets.

1 Claim 41 (new): The apparatus in claim 40 wherein the first
2 and second applets comprise a Transition Sensor applet and
3 the Ad Controller applet, respectively.

1 Claim 42 (new): The apparatus in claim 41 wherein the
2 advertising code comprises a component which specifies the
3 network server on which the agent resides, the network
4 server being a distribution server.

1 Claim 43 (new): The apparatus in claim 42 wherein the
2 advertising code further comprises an advertising tag, which
3 when executed, by the browser causes the browser to
4 dynamically write a plurality of predefined applet tags that

5 collectively implement a script into the web page such that
6 the script, when subsequently executed by the browser,
7 causes the client computer to download the agent from the
8 distribution server and instantiate and execute the agent.

1 Claim 44 (new): The apparatus in claim 43 wherein the
2 distribution server receives a request from the client
3 computer, issued by the client computer as a result of the
4 browser executing the tag, to download the script; and, in
5 response to the request, downloads the script to the client
6 computer.

1 Claim 45 (new): The apparatus in claim 44 wherein the file
2 comprises an Ad Descriptor File.

1 Claim 46 (new): In conjunction with apparatus for a network
2 server, the server having a processor, and a memory
3 connected to the processor and storing computer executable
4 instructions; a method, for use in distributing an
5 information object to a client computer, comprising the
6 steps, performed by the processor and in response to the
7 executable instructions, of:

8 receiving a request from the client computer to
9 download to the client computer an agent for rendering an
10 information object, the request being issued by the client
11 computer in response to execution, through a browser
12 situated and executing in the client computer, of
13 advertising code embedded in a web page to be displayed by
14 the browser, the agent having an Ad Controller applet; and
15 downloading, in response to the request, the agent to
16 the client computer such that the agent is executed, under

17 the browser, in the client computer for subsequently
18 rendering the information object;
19 wherein the network server implements a proxy server,
20 such that a request issued by the client computer, as a
21 result of executing the Ad Controller applet, to download a
22 file is directed to an advertising server, and the file, as
23 provided by the advertising server, is directed through the
24 network server to the client computer.

1 Claim 47 (new): The method in claim 46 wherein the
2 information object comprises a web advertisement and the
3 code comprises advertising code.

1 Claim 48 (new): The method in claim 47 wherein the
2 advertising code comprises a component which specifies the
3 network server on which the agent resides, the network
4 server being a distribution server.

1 Claim 49 (new): The method in claim 48 wherein the
2 advertising code further comprises an advertising tag, which
3 when executed, by the browser causes the browser to
4 dynamically write a plurality of predefined applet tags that
5 collectively implement a script into the web page such that
6 the script, when subsequently executed by the browser,
7 causes the client computer to download the agent from the
8 distribution server and instantiate and execute the agent.

1 Claim 50 (new): The method in claim 49 further comprising
2 the steps, performed by the distribution server, of:
3 receiving a request from the client computer, issued by
4 the client computer as a result of the browser executing the
5 tag, to download the script; and

6 in response to the request, downloading the script to
7 the client computer.

1 Claim 51 (new): The method in claim 48 wherein the file
2 comprises an Ad Descriptor File.

1 Claim 52 (new): The method in claim 48 wherein the agent
2 comprises first and second applets, wherein the client
3 computer issues first and second requests to the
4 distribution server to download, to the client computer, the
5 first and second applets.

1 Claim 53 (new): The method in claim 52 wherein the first
2 and second applets comprise a Transition Sensor applet and
3 the Ad Controller applet, respectively.

1 Claim 54 (new): The method in claim 53 wherein the
2 advertising code comprises a component which specifies the
3 network server on which the agent resides, the network
4 server being a distribution server.

1 Claim 55 (new): The method in claim 54 wherein the
2 advertising code further comprises an advertising tag, which
3 when executed, by the browser causes the browser to
4 dynamically write a plurality of predefined applet tags that
5 collectively implement a script into the web page such that
6 the script, when subsequently executed by the browser,
7 causes the client computer to download the agent from the
8 distribution server and instantiate and execute the agent.

1 Claim 56 (new): The method in claim 55 further comprising
2 the steps, performed by the distribution server, of:

3 receiving a request from the client computer, issued by
4 the client computer as a result of the browser executing the
5 tag, to download the script; and

6 in response to the request, downloading the script to
7 the client computer.

1 Claim 57 (new): The method in claim 56 wherein the file
2 comprises an Ad Descriptor File.